

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Cancel)

2. (Previously Presented) The method of claim 12, further comprising:
holding said invitation open for a predetermined period of time; and
providing said customer with information on how to access said
invitation at a future date.

3. (Previously Presented) The method of claim 12, wherein
said customer data includes at least one of said customer's:
name;
address;
telephone number;
social security number;
photo identification card; and
membership card relating to said selling entity.

4. (Previously Presented) The method of claim 12, further
comprising determining whether a membership status of said customer is
active or inactive; wherein further said credit worthiness check is performed
on customer data with an active status.

5. (Previously Presented) The method of claim 12, further comprising
determining whether said customer has a current charge account with said
selling entity.

6. (Previously Presented) The method of claim 12, wherein said credit worthiness check is performed by a credit bureau.

7. (Previously Presented) The method of claim 12, wherein said credit worthiness check is performed by a credit issuer.

8. (Previously Presented) The method of claim 12, wherein said credit worthiness check is a full bureau check.

9. (Previously Presented) The method of claim 12, wherein said credit worthiness check is a partial bureau check.

10. (Previously Presented) The method of claim 12, wherein said performing a credit worthiness check comprises determining at least one of a credit account limit, an annual percentage rate, and an account type, for customers who have met specified criteria for said credit pre-approval determination.

11. (Previously Presented) The method of claim 12, further comprising printing out said invitation and providing a term or a condition of said invitation.

12. (Previously Presented) A method for pre-screening customer data of a customer by a selling entity at a point of sale location, comprising:

receiving said customer data at a point of sale system; and

during the course of a single check out process at said point of sale location:

transmitting said customer data to a server;

searching a database for said customer data;

performing a credit worthiness check to determine a credit pre-approval of said customer, said performing is done using a result of said searching and without knowledge of and uninitiated by said customer;

providing said customer with an invitation to open a charge account, wherein said providing of said invitation comprises offering said customer an incentive to accept said invitation through at least one of a discount for a purchase and a reduced interest rate;

opening said charge account upon acceptance of said invitation by said customer; and

selectively executing a charge purchase during said check out process at said point of sale system using said opened charge account.

13. (Original) The method of claim 2, wherein said providing said customer information on how to access said invitation at a future date includes printing said information on a receipt at said point of sale system.

14. (Previously Presented) The method of claim 12, wherein data related to a declination of said invitation is transmitted to said server, and a customer record relating to said data is updated.

15. (Previously Presented) The method of claim 12, further comprising providing said customer with a charge card.

16. (Previously Presented) The method of claim 12, further comprising performing a fraud check, said fraud check including verifying said customer's identity.

17. (Cancel)

18. (Previously Presented) The storage medium of claim 28, further comprising:

holding said invitation open for a predetermined period of time; and

providing said customer with information on how to access said invitation at a future date.

19. (Previously Presented) The storage medium of claim 28, wherein said customer data includes at least one of said customer's:

name;

address;

telephone number;

social security number;

photo identification card; and

membership card relating to said selling entity.

20. (Previously Presented) The storage medium of claim 28, further comprising determining whether a membership status of said customer is active or inactive; wherein further said credit worthiness check is performed on customer data with an active status.

21. (Previously Presented) The storage medium of claim 28, further comprising determining whether said customer has a current charge account with said selling entity.

22. (Previously Presented) The storage medium of claim 28, wherein said credit worthiness check is performed by a credit bureau.

23. (Previously Presented) The storage medium of claim 28, wherein said credit worthiness check is performed by a credit issuer.

24. (Previously Presented) The storage medium of claim 28, wherein said credit worthiness check is a full bureau check.

25. (Previously Presented) The storage medium of claim 28, wherein said credit worthiness check is a partial bureau check.

26. (Previously Presented) The storage medium of claim 28, wherein said performing a credit worthiness check comprises determining at least one of a credit account limit, an annual percentage rate, and an account type for customers who have met specified criteria for said credit pre-approval determination.

27. (Previously Presented) The storage medium of claim 28, further comprising printing out said invitation and providing a term or a condition of said invitation.

28. (Previously Presented) A storage medium encoded with machine-readable computer program code for pre-screening customer data by a selling entity for a customer at a point of sale location, the storage medium including instructions for causing the selling entity to implement a method comprising:

receiving said customer data at a point of sale system; and

during the course of a single check out process at said point of sale location:

transmitting said customer data to a server;

searching a database for said customer data;

performing a credit worthiness check to determine a credit pre-approval of said customer, said performing is done using a result of said searching and without knowledge of and uninitiated by said customer;

providing said customer with an invitation to open a charge account, wherein said providing of said invitation to comprises offering said customer an incentive to accept said invitation through at least one of a discount off of a purchase and a reduced interest rate;

opening said charge account, upon acceptance of said invitation by said customer; and

selectively executing a charge purchase during said check out process at said point of sale system.

29. (Original) The storage medium of claim 18, wherein said providing said customer information on how to access said invitation at a future date includes printing said information on a receipt at said point of sale system.

30. (Previously Presented) The storage medium of claim 28, wherein data related to a declination of said invitation is transmitted to said server and a customer record relating to said data is updated.

31. (Previously Presented) The storage medium of claim 28, further comprising providing said customer with a charge card.

32. (Previously Presented) The storage medium of claim 28, further comprising performing a fraud check, said fraud check including verifying said customer's identity.

33 – 37. (Cancel)